

MITIGATION INFORMATION FOR BUSINESSES

Would you know what to do if an earthquake hit you tomorrow? Could your business survive? The resulting damage often goes beyond that of structure and contents. It means rebuilding costs, pressure on credit lines, loss of savings, out-of-work employees, all of which could be deadly to the future of your business. Your business operation can be interrupted by direct damages to your business location and equipment, or by failure of critical local infrastructures like electrical power, water supply and road systems.

More than 630 businesses were affected in the Santa Cruz area by the 1989 Loma Prieta, California earthquake, and more than fifteen businesses never re-opened.

Mitigation is a proven cost-effective option for businesses to reduce their exposure to damages. For example, an earthquake prone area mitigation can be as simple as securing desktop equipment like personal computers and cash registers with heavy duty velcro or straps to prevent them from falling to the floor.



Earthquake Mitigation: note the cross braces added to the tank uprights.



Earthquake Mitigation: note the metal plates attached between the large barrels at upper right.

INFORMATION ON IMPLEMENTING MITIGATION FOR BUSINESSES

Businesses can take these first steps to implement mitigation measures:

- 1. Identify the potential risks which could affect your business.**
- 2. Purchase applicable insurance. Note that standard insurance does not include earthquake or flood insurance. Contact your businesses insurance agent to ensure your business is covered for all risks.**
- 3. Contact your state or local emergency management office or building official, or a FEMA Regional office for more information on protecting your business through mitigation.**
- 4. Encourage local community mitigation efforts that reduce the risk to critical local infrastructures like electricity, water and roads that are necessary for the continued operation of your business.**



Earthquake Mitigation: note latches were installed on a cabinet to provide a self-locking mechanism when the doors were shut. This kept the doors of the cabinets from opening in the event of an earthquake.



Napa CA, Feb. 14, 2006 -- Foundation bolts and straps are an inexpensive way to mitigate movement in the event of an earthquake. Photo by Adam DuBrowa.